

A pack of six Bristol Longue cigarettes. Each cigarette has a dark grey filter and a white paper with a red band around the middle. The word 'BRISTOL' is printed in large, bold, white capital letters, and 'Longue' is printed below it in a smaller, italicized white font.

A photograph showing six packs of Bristol Longer cigarettes arranged side-by-side. Each pack is dark grey with a red band across the top featuring the Bristol logo. The word 'BRISTOL' is printed in large white capital letters, and 'Longer' is printed below it in a smaller white script font. At the bottom of each pack, the words 'FILTER KING SIZE CIGARETTES' are printed in a small white sans-serif font.

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